

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

APPLICANTS: Ignacio Sanz-Pastor *et al.*  
APPLICATION NO.: 10/007,966  
FILING DATE: November 7, 2001  
TITLE: INTERACTIVE ADVERTISING WITH AN AUTOMATED VIEWING  
REWARD SYSTEM  
EXAMINER: DANIEL LASTRA  
GROUP ART UNIT: 3688  
ATTY. DKT. NO.: 22503-05565

**CERTIFICATE OF ELECTRONIC (EFS-WEB) TRANSMISSION**

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Dated: May 18, 2009

By: /Daniel R. Brownstone 46581/  
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**AMENDMENT E**

In response to the Final Office Action mailed on December 19, 2008 and Advisory Action mailed April 1, 2009, please enter the following amendments and consider the accompanying remarks.

Amendments to the claims begin on page 2.

Remarks begin on page 8.